



PRESS RELEASE

## Studenac takes 70 children from single-parent families on a summer holiday as part of the Orange Fish project

*Children from various parts of Croatia spent a week at a camp in Novigrad, and towards the end of the summer program, the famous Istrian singer Lima Len joined them as a surprise guest, making the gathering truly memorable*

**Zagreb, 7 July 2025** – As part of its corporate social responsibility project *Orange Fish*, Studenac organised a memorable summer holiday for 70 children aged 7 to 17 from single-parent families across Croatia. From 29 June to 5 July, the children stayed at a sports and arts camp in Novigrad, Istria, where they created lifelong memories through play, creativity and togetherness.

During their time by the sea, the children took part in a wide range of daily activities that offered not only fun, but also opportunities to develop new skills and build self-confidence. On the sports fields, they enjoyed tennis, football, basketball and beach volleyball, while at the beach they tried picigin, stand-up paddleboarding and snorkelling, and improved their swimming techniques. Creative workshops and social games were also organised to encourage relaxation, teamwork and new friendships. Evening programmes, including a talent show, quiz night and movie night, further enriched their experience, giving the children space to express themselves in a relaxed and supportive atmosphere.

One of the highlights of the week was a special event organised by Studenac towards the end of the camp. The day was filled with entertainment, sports challenges and creative activities, and was hosted by Ana Radišić, who encouraged the children to relax and showcase their talents. The programme was further enhanced by a surprise performance from Alen Kožić, a young Istrian musician known by his stage name Lima Len, who held an open-air concert under the stars, getting children of all ages singing and dancing.

“This was my first summer holiday without my mum, and it was amazing,” said one of the girls. “Every day we swam, laughed and discovered new things together. At first I was a bit scared, but now I’m so happy I had the chance to meet so many new friends.”

Sports equipment for the camp was provided by Decathlon, a sporting goods retailer that has supported the project as a partner from the very beginning.

### **The financial burden carried by a single parent**

According to a study conducted this year by Studenac in cooperation with the Improve agency, and published on the *Orange Fish* project website, almost 40% of single parents rate their financial situation as very poor or unstable. In addition, 48% of children from single-parent families are not involved in any sports or arts activities, primarily due to financial constraints.

“Unfortunately, many single-parent families live under constant stress, and children are often deprived of experiences that should make their childhood happier,” said Tatjana Spajić, Director of Corporate Communications at Studenac. “Through Orange Fish, we aim to change that by ensuring equal access to a joyful and fulfilling childhood.” She added that the goal of the project is to provide year-round support to single-parent



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families, emphasising the importance of community solidarity: "I would like to thank all Studenac customers who donated their loyalty points through the Moj Studenac app to this project. Thanks to their generosity, we were able to create unforgettable moments for these children."

Between April and June, Studenac customers were able to donate their collected loyalty points from the Moj Studenac app to the Orange Fish project to support the organisation of the summer camp. Over the three-month period, customers donated an average of 3,200 points each. Studenac converted these points into a financial contribution, allocating more than €30,000 to support children from single-parent families.

### **About the Orange Fish project**

The Orange Fish project was launched in 2024 with the aim of supporting single-parent families. Building on insights gained through research and a desire to raise awareness of the challenges faced by parents and professionals, Studenac launched the comprehensive Orange Fish platform in May 2025. This year, the project was expanded to provide structured, year-round support for these families.

Through the platform, single parents can already enrol their children free of charge in various sports and arts programmes, access advice to help them navigate everyday parenting challenges, and find ideas for quality family time. The content is continuously updated, with free tutoring for schoolchildren to be introduced from September.

This year's activities also include back-to-school packs with essential supplies, as well as Christmas gifts for children from single-parent families. The platform additionally offers free forms of psychological support for both children and parents, which is particularly important given that 67% of parents surveyed said they would be willing to use professional support if it were available at no cost. Since its inception, the Studenac initiative has been recognised and supported by numerous companies, sports and arts centres, associations and individuals, all of whom have contributed to the platform's rich content and will continue to support its development.

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